



**HONDA**

## Press Information

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### **Honda New Small Concept debuts at the 10<sup>th</sup> Auto Expo**

*Honda to launch new model based on the Honda New Small Concept by 2011*

**New Delhi, January 05:** Honda Siel Cars India (HSCI) Ltd, announced the **World Premiere** of the **Honda New Small Concept** today in a press conference at the **10<sup>th</sup> Auto Expo 2010**. This will be the first time when Honda has chosen India for the world premiere of a concept car. The **Honda New Small Concept** is a concept model of a new small-sized vehicle which Honda is currently developing especially for India and other emerging nations.

With its commitment to provide technologically advanced vehicles, the **Honda New Small Concept** is a 'true Honda' – futuristic design with maximum cabin space. The 'Efficient Energetic Exterior' based on front-forward design lends the **Honda New Small Concept** an appealing dynamic presence.

Honda's design principle 'Man Maximum - Machine Minimum' has defined the underlying approach in the design concept of the **Honda New Small Concept**. A wide platform with a stable center of gravity was adopted to create a highly efficient compact size car without compromising on the cabin space hence greater passenger comfort.

Developed at Honda's Automobile R&D Center in Japan, the **Honda New Small Concept** is designed to be a family car with a capacity to comfortably seat 5 adult passengers.

Addressing the media during an official press conference **Mr. Koichi Kondo, Executive Vice President and Representative Director, Honda Motor Co., Ltd.**, said, "We are delighted to unveil the Honda New Small Concept at the 10<sup>th</sup> Auto Expo. India has been the hub for the compact car segment and is also the lead country for our research and development work on the New Small Concept. The new model based on this concept will be a global car with features to suit the needs of India customers. We plan to launch this car by 2011."

Commenting on the unveiling of the New Honda Small Concept **Mr. M. Takedagawa, President & CEO, Honda Siel Cars India Ltd** said, "This is a remarkable occasion for Honda as we unveil the Honda New Small Concept to the world. India is a focus market for Honda and the World Premier of the New Small Concept at the Auto Expo is a testimony to this fact."

With the booth concept of "**Inspired by Dynamism - Truly Honda by Nature**" for Auto Expo 2010, Honda will express its relentless dynamism to create cutting edge technologies and its commitment to protect the environment for future generations. True to its nature of challenging spirit and bringing together the seemingly incongruous ends, Honda will bring alive the theme of its booth through an attractive range of displays.

## **About Honda Siel Cars India Ltd.**

Honda Siel Cars India Ltd., (HSCI) leading manufacturer of passenger cars in India was established in December 1995 as a joint venture between Honda Motor Co. Ltd (Japan) and Siel Limited with a commitment to provide Honda's latest passenger car models and technologies, to the Indian customers.

HSCI's first state-of-the-art manufacturing unit was set up at Greater Noida, U.P in 1997 with an investment of Rs. 450 crore. The total investment made by the company in India till date is Rs. 1620 crores. At present, the company has a capacity of manufacturing 100,000 cars.

HSCI's second manufacturing facility is in Tapukara, Rajasthan. This facility is spread over 600 acres and will have an initial production capacity of 60,000 units per annum, with an investment of about Rs 1,000 crore. The first phase of this facility was inaugurated in September 2008.

The company's product range includes Honda Jazz, Honda City, Honda Civic and Honda Accord which are produced at the Greater Noida facility with an indigenization level of 77%, 74%, 74% and 28% respectively. The CR-V is imported from Japan as Completely Built Units.

Honda Jazz is the company's first offering in the premium compact car segment. The Jazz is a segment-defining car that has won accolades and adoration all over the world. Honda's all-new Third Generation Honda City was launched in September 2008. It comes with a completely new design, new engine, spacious cabin and equipped with various active and passive safety features. The new Honda City achieved milestone sales with 50,000 units sold within one year of its launch.

HSCI launched the 1.8 S Civic in India in July 2006. The company launched the Sportier and More Aggressive New Honda Civic in September 2009. Honda launched a refreshed version of the 3rd generation CR-V in November 2009.

Honda's models are strongly associated with advanced design and technology, apart from its established qualities of durability, reliability and fuel-efficiency.

The company operates under the stringent standards of ISO 9001 for quality management and ISO 14001 for environment management.

### **For further information please contact:**

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